

CLAIMS AMENDMENTS

1. (currently amended) A method for the creation and distribution of informational materials flyers for the use in marketing real estate comprising the steps of:
 - a. providing for the digital input of data regarding selected specifics related to of an item and/or an event related to the sale of a real property, the selected specifics comprising information about the real property;
 - b. providing for a digital template for organizing the data regarding the selected specifics for creating the informational flyer;
 - c. entering the data regarding the selected specifics into a digital computational and storage device;
 - d. organizing the data regarding the selected specifics into the digital template; and
 - e. providing for the creation of the informational materials flyer based on the data regarding the selected specifics organized into the digital template, wherein the informational materials flyer comprises is an electronic version of the data regarding the selected specifics combined with the digital template, whereby the informational flyer is used to market the real property.
2. (currently amended) The method as claimed in Claim 1, wherein the informational materials flyer comprises a plurality of discrete sections, at least a first of which is a section devoted to information regarding a tangible item of the real property and at least a second of which is devoted to information regarding an organizational entity involved in the marketing of the real property.
3. (currently amended) The method as claimed in Claim 2, wherein ~~the tangible item is selected from the group consisting of real property and chattels and the organizational entity is selected from the group consisting of individuals, groups of individuals and commercial enterprises.~~

4. (currently amended) The method as claimed in Claim 3, wherein ~~the tangible item is real property and the organizational entity provides services in the real estate sales and leasing field.~~

5. (currently amended) The method as claimed in Claim 1, wherein the informational materials flyer comprises a plurality of discrete sections, at least a first of which is a section devoted to information regarding the event and at least a second of which is devoted to information regarding an organizational entity involved in the marketing of the real property.

6. (currently amended) The method as claimed in Claim 5, wherein the event is selected from the group consisting of events relating to the sales or leasing of the real property and chattels and the organizational entity is selected from the group consisting of individuals, groups of individuals and commercial enterprises.

7. (currently amended) The method as claimed in Claim 6, wherein the event is related to the sales or leasing of the real property and the organizational entity provides services in the real estate sales and leasing field.

8. (currently amended) The method as claimed in Claim 1, wherein the data input is accomplished by a means selected from the group consisting of keyboard entry, touchscreen entry, optical character recognition scanning, file scanning, downloading from a previously created database, audio file entry, and video file entry, and combinations thereof.

9. (currently amended) The method as claimed in Claim 1, further comprising the step of:

f. making wherein the informational materials flyer is available for viewing over a computer network.

10. (currently amended) The method as claimed in Claim 1, ~~further comprising the step of:~~

~~f. transmitting wherein the informational materials flyer can be transmitted~~ over a computer network.

11. (currently amended) The method as claimed in Claim 1, ~~further comprising the step of:~~

~~f. making wherein the informational materials flyer is available for viewing over a computer network and transmitting the informational materials can be transmitted~~ over a computer network.

12-42. (cancelled).

43. (new) A method for the creation and distribution of electronic informational flyers for the use in selling and buying real estate comprising the steps of:

a. providing for the digital input of data regarding selected specifics of a piece of real property, the selected specifics comprising information about the real property;

b. providing for a digital template for organizing the data regarding the selected specifics for creating the informational flyer;

c. entering the data regarding the selected specifics into a digital computational and storage device;

d. organizing the data regarding the selected specifics into the digital template; and

e. providing for the creation of the informational flyer based on the data regarding the selected specifics organized into the digital template, wherein the informational flyer is an electronic version of the data regarding the selected specifics combined with the digital template, whereby the informational flyer is used to market the real property.

44. (new) The method as claimed in Claim 43, wherein the informational flyer comprises a plurality of discrete sections, at least a first of which is a section devoted to information regarding a tangible item of the real property and at least a second of which is devoted to information regarding an organizational entity involved in the marketing of the real property.

45. (new) The method as claimed in Claim 44, wherein the informational flyer is available for viewing over a computer network.

46. (new) The method as claimed in Claim 44, wherein the informational flyer can be transmitted over a computer network.

47. (new) The method as claimed in Claim 44, wherein the informational flyer is available for viewing over a computer network and can be transmitted over a computer network.

48. (new) A method for the creation and distribution of electronic informational flyers for the use in selling and buying real estate comprising the steps of:

- a. providing for the digital input of data regarding selected specifics of an event related to the sale of a piece of real property, the selected specifics comprising information about the event and the real property;
- b. providing for a digital template for organizing the data regarding the selected specifics for creating the informational flyer;
- c. entering the data regarding the selected specifics into a digital computational and storage device;
- d. organizing the data regarding the selected specifics into the digital template; and
- e. providing for the creation of the informational flyer based on the data regarding the selected specifics organized into the digital template, wherein the informational flyer is an electronic version of the data regarding the selected specifics combined with the digital template, whereby the informational flyer is used to promote the event and to market the real property.

49. (new) The method as claimed in Claim 48, wherein the informational flyer comprises a plurality of discrete sections, at least a first of which is a section devoted to information regarding the event and at least a second of which is devoted to information regarding an organizational entity involved in the marketing of the real property.

50. (new) The method as claimed in Claim 49, wherein the informational flyer is available for viewing over a computer network.

51. (new) The method as claimed in Claim 49, wherein the informational flyer can be transmitted over a computer network.

52. (new) The method as claimed in Claim 49, wherein the informational flyer is available for viewing over a computer network and can be transmitted over a computer network.